

**THE
DEFINITIVE GUIDE**
to
**SAFELY
REOPENING
RETAIL SPACES**



Contributors



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Abhishek Rai leads a team of Solution Engineers and Architects that design solutions to solve customers' business challenges, drive growth, transformation and ultimately, customer success. Abhishek has more than 15 years of experience and has worked with various leading organisations in their journey of Customer Management.



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Introduction

As India unlocks, the retail sector has cautiously started opening its doors to customers. And with the pandemic far from over, retailers are trying to resume business activities while also tuning their infrastructure and standard operating procedures (SOPs) for the new normal. In an industry that encourages hands-on buying decisions, the situation is a complex one.



Unique challenges in the retail sector



Some retail chains have stores distributed across the length and breadth of the country. Establishing uniform safety protocols and ensuring they're observed across the stores can be tricky.

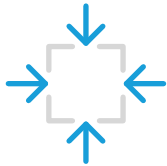


Some of these stores could be in different zones (red, orange, or green) with varying degrees of restrictions. Each of them needs a unique operational strategy that takes into account business hours, customer freedom (whether they're allowed inside, their number, etc.), and employee count.





Convincing customers of the sanitisation and hygiene levels maintained inside a store is a pressing task.



Most supermarkets and retail outlets have multiple entry and exit points. And many are situated in larger malls that see a huge footfall of their own. Tracking movement in and out of such premises is a big concern.



Customer service is a huge differentiator in the retail sector. Offering optimum customer service with limited staff may be challenging.



Retailers also grapple with the issue of getting stock in stores. Checking the status of stocks lying in warehouses that may be geographically scattered, and ensuring the safety of workers transporting this is an added responsibility.

Addressing these challenges through technology

Retail is all about retail therapy - customers enjoy the experience of shopping more than the purchase itself. Retailers must, therefore, keep the experience intact while ensuring the safety of both customers and employees.

Salesforce's Work.com provides technology solutions that help businesses orchestrate the safe return of both employees and customers, and deliver optimum customer service with available resources. Use Work.com to take informed, no-regrets decisions, and adjust your business strategy to suit the evolving situation.

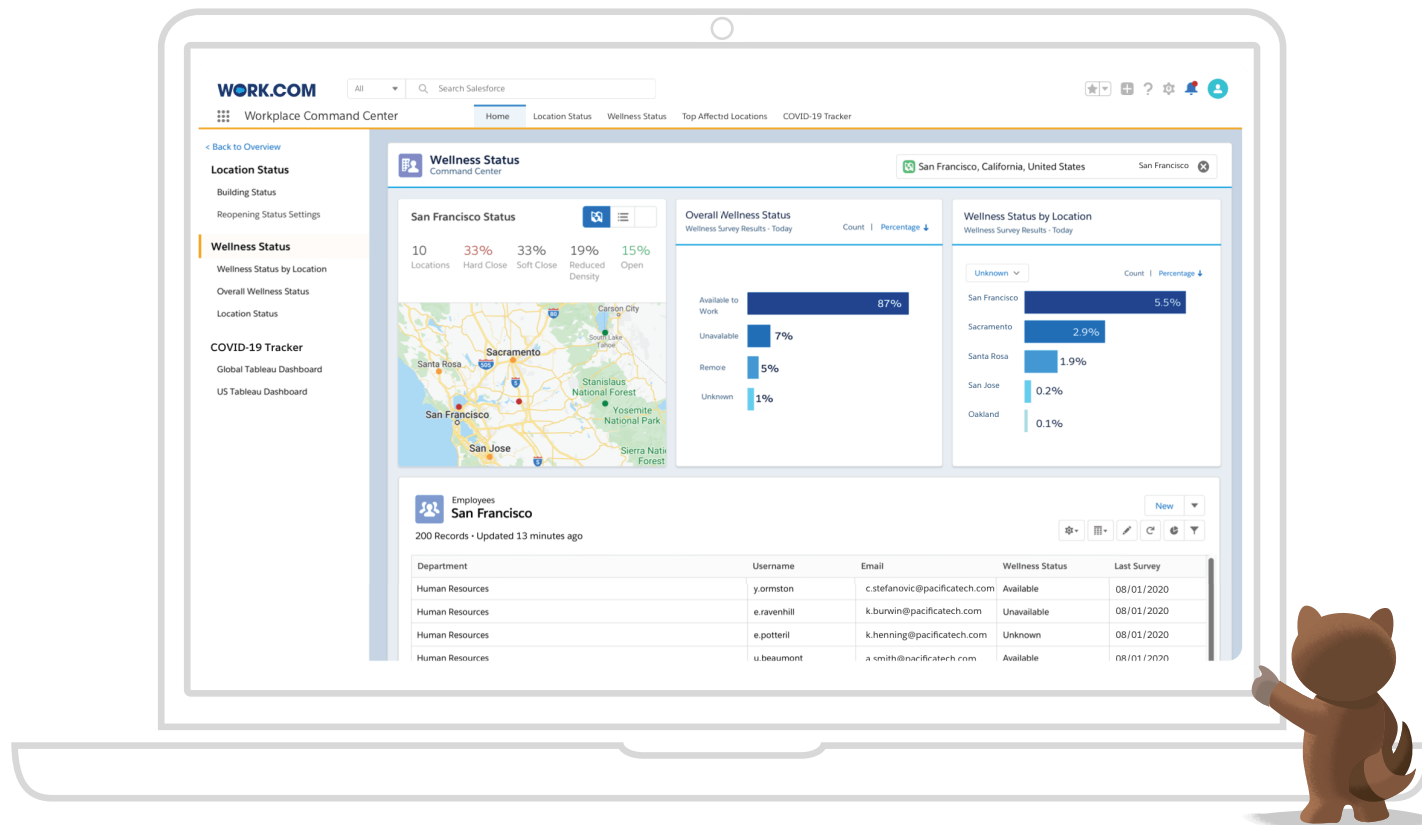
*Salesforce's comprehensive guide on **'How to Safely Reopen your Business'** includes tools, templates, and resources to help you craft your own reopening strategy. The guide includes a step-by-step back to work plan to create safe workspaces, ensure employee safety through stringent hygiene protocols and increase operational efficiency in a smart but staggered manner.*



Let's go over some tech-enabled steps that retailers can implement to create a win-win scenario:

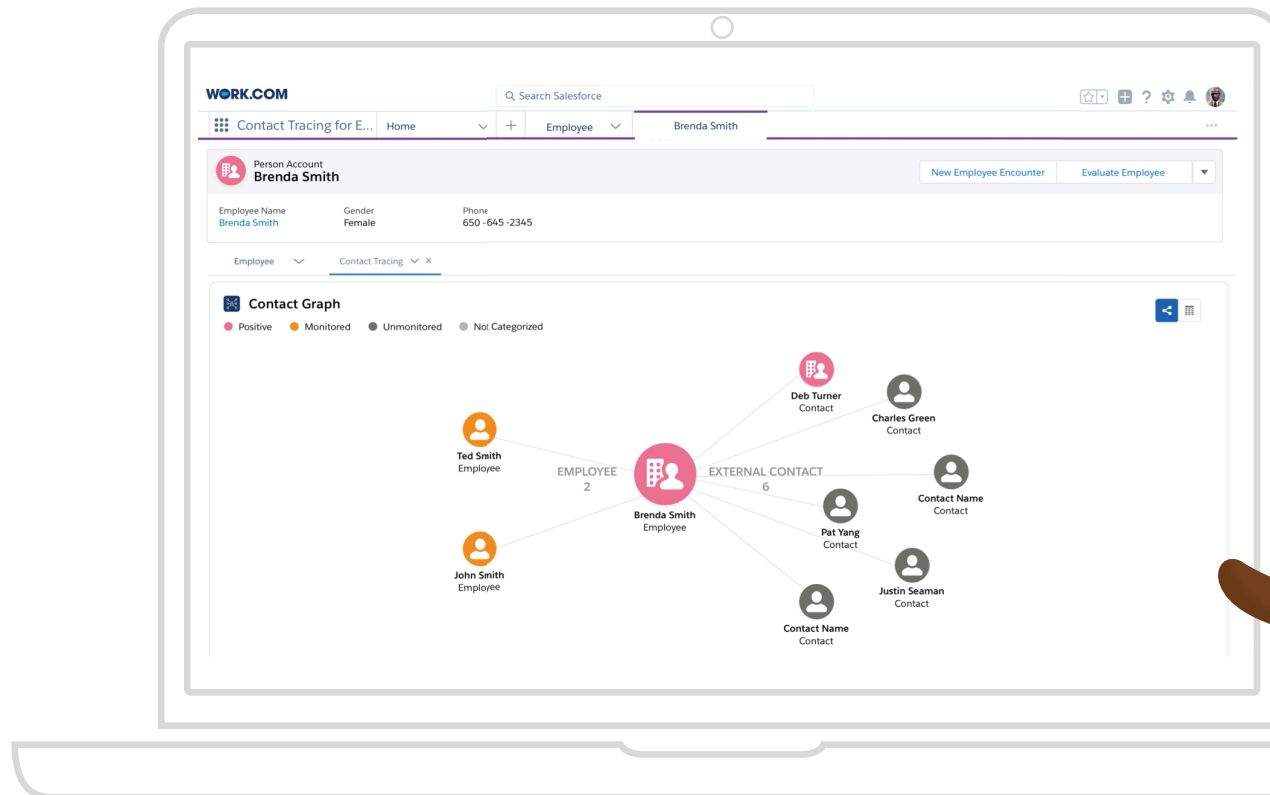
Run self-assessment tests to gauge employee readiness

Send customised web-based self-assessment surveys to employees using the **Employee Wellness Assessment module** of Work.com. Employees can share critical information about their health status, including experiencing any symptoms related to COVID-19.



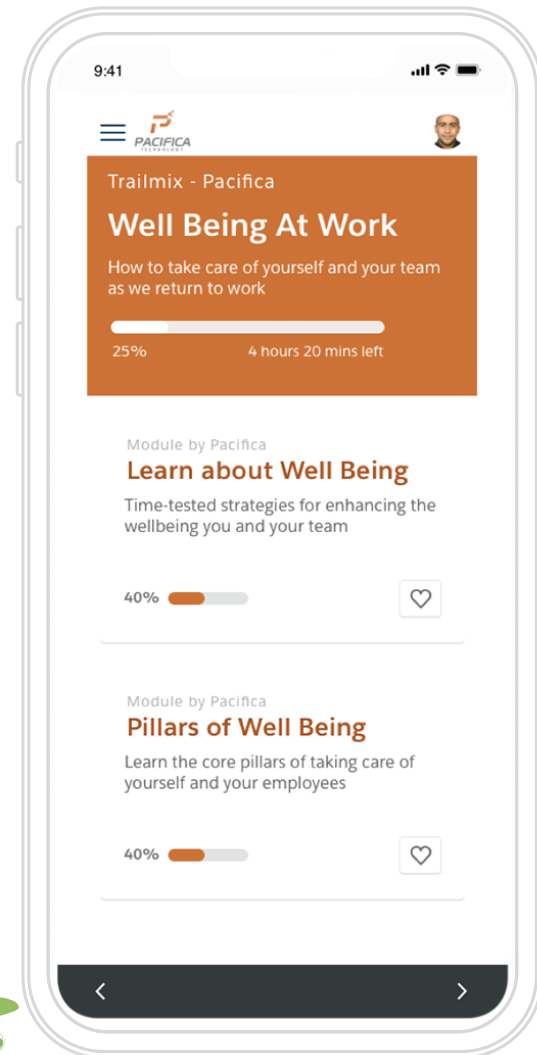
Deploy contact-tracing to contain the spread of infection

The **Contact Tracing feature of Work.com** gives you a contact graph for each of your employees and stakeholders. In the unfortunate situation where one of them tests positive, you can prevent the infection from spreading by alerting contacts (family, colleagues) who may be at the risk of exposure. You could also consider integrating Work.com with third-party solutions like the **Aarogya Setu** app to get comprehensive details on the whereabouts of vendors, suppliers, and store personnel.



Provide training to employees, so they are 'new SOP-ready'

Educate employees on back-to-work protocols and safety standards through online tutorials. The [myTrailhead module from Work.com](#) provides a gamified learning platform for stakeholders to share and consume content at their own pace. You can track their progress and allow them to return only on completion of the course.





myTrailhead module
on new SOPs and
hygiene norms

Reskill your employees with
myTrailhead
module

Plan employee shift management for effective social distancing

Streamline shift management and create a graded entry and exit schedule using the **Shift Scheduling module on Work.com**. Shift rotation will help to maintain social distancing norms and minimise exposure to infection.

- To begin with, plan a staggered reopening strategy based on employee health, the criticality of their functions, and their location (whether they're from the green, orange, or red zone).
- Within shifts, employees should enter and exit at different times of the day. You can plan their entry and exits in waves every **ten or twenty minutes**, to prevent crowding at entrances and exits.

The screenshot displays the Salesforce Shift Management interface. The top navigation bar shows 'Shift Management' and 'Field Service' tabs. The main area is a Gantt chart titled 'Sun, Aug 2, 2020 - Sat, Aug 8, 2020'. The chart is organized into columns for days of the week (MON, TUE, WED, THU, FRI) and time slots (12 AM, 6 AM, 12 PM, 6 PM). A list of employees is shown on the left, including Amanda Peters, Ashley Michaels, Brooke Anderson, Daniel Tran, Dylan Wayack, Israel Jones, Micah Peck, Ravi Vora, Johanna Heller, Sara Faber, Terrence Conway, Kris Felder, and Greg Woods. Each employee's scheduled shifts are represented by colored bars on the Gantt chart. The interface also includes a sidebar with appointment details, a search bar, and various navigation icons.

Enhance hygiene protocols at outlets for customer and staff safety

Run temperature checks and screen employees (and customers) each time they enter the store premises. Routinely sanitise the merchandise and high-contact surfaces (shopping carts, cash counters, trial rooms, etc.). Stock up on wipes and sanitisers and place them at entry and exit points, and at designated spots inside the store.

Work.com is built on the same robust, trusted platform that all Salesforce solutions are built on. This platform can be used to further extend the capabilities of Work.com by developing a **hygiene alert feature**, for instance, that lets you create a step-by-step protocol for routine hygiene checks and sends reminders when it's time for a check.



Manage store footfall to prevent crowding inside the store

Avoid crowding by limiting the number of customers inside the store at any point in time. Position workers at every aisle in the store to keep a watch over the number of customers in a particular store section. Equip your security guards with an app that monitors how many customers enter the store from multiple entry points at any given time, and alerts the manager when the limit is reached. This is another great functionality that can be built using the customisable platform underlying Work.com.



Abiding by social distancing norms, store currently full.

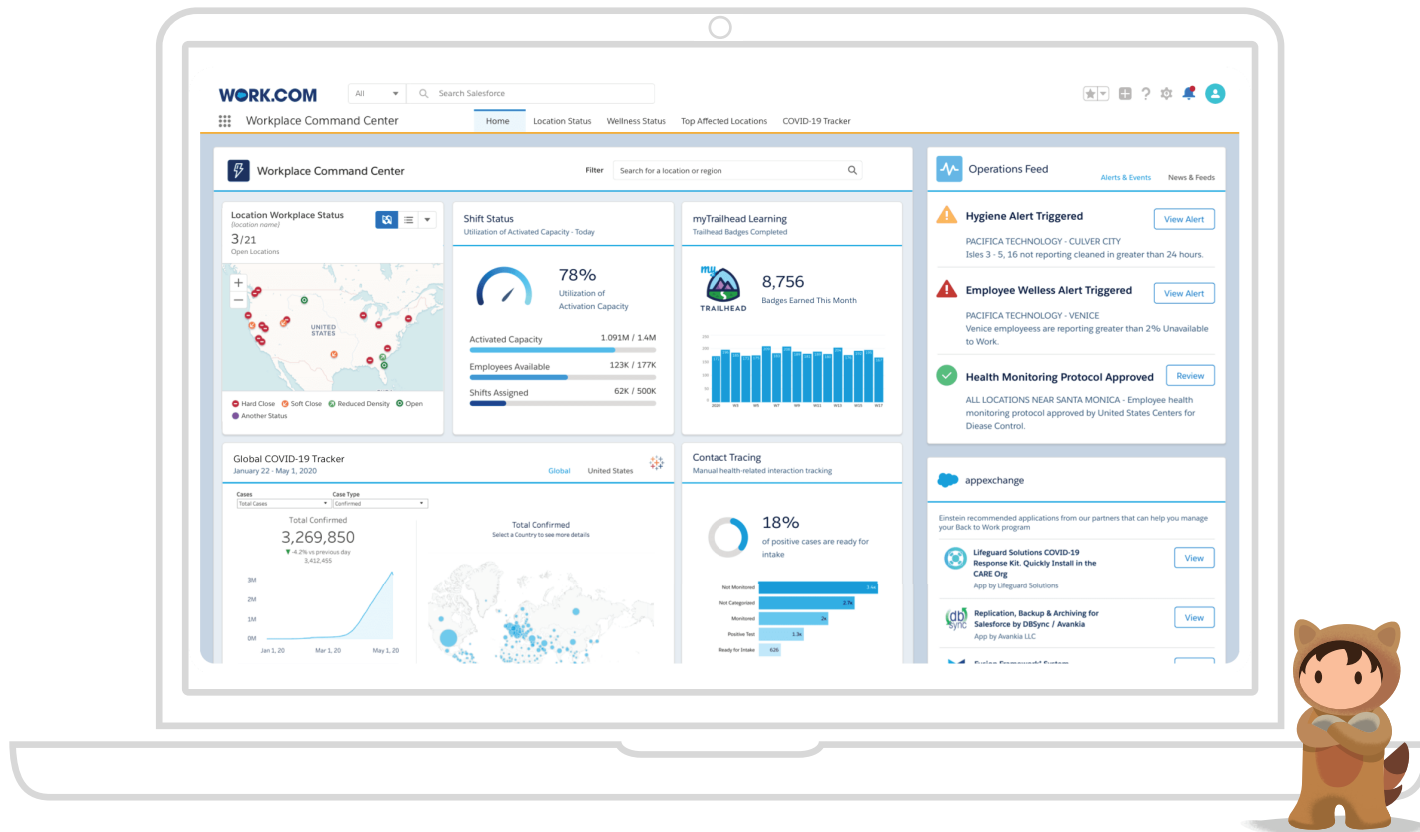
Opens next at 4 pm

Integrate your
Visitor Management System
with Work.com



Set up a command centre for 360-degree view of operations

Work.com's Command Centre presents CXOs, store managers, and other senior executives with a consolidated dashboard that captures every aspect of their business operations and safety compliance. You can get live data from all your stores, wellness data of all your employees, hygiene and sanitisation standards across your premises, worker shifts, and **preparedness to deal with any medical exigencies** - all fed directly into a centralised command centre. The dashboard drives the much-needed control and visibility into day-to-day retail activities, not only during the pandemic but also beyond it.



Do more than just reopening

If anything, COVID-19 is a powerful lesson for businesses on crisis management. It has demonstrated how preparedness is the key to offset the impact of unexpected events. We can all use this opportunity to proactively build a crisis-resilient infrastructure that is ready for tomorrow, even beyond the COVID crisis.

Work.com has all the solutions you require to make informed decisions around reopening your retail operations. A solution that allows you to easily integrate any in-house or partner applications, you can expand its scope to make your business crisis-proof and future-ready. Sign-up and get going right away.

TRY WORK.COM NOW

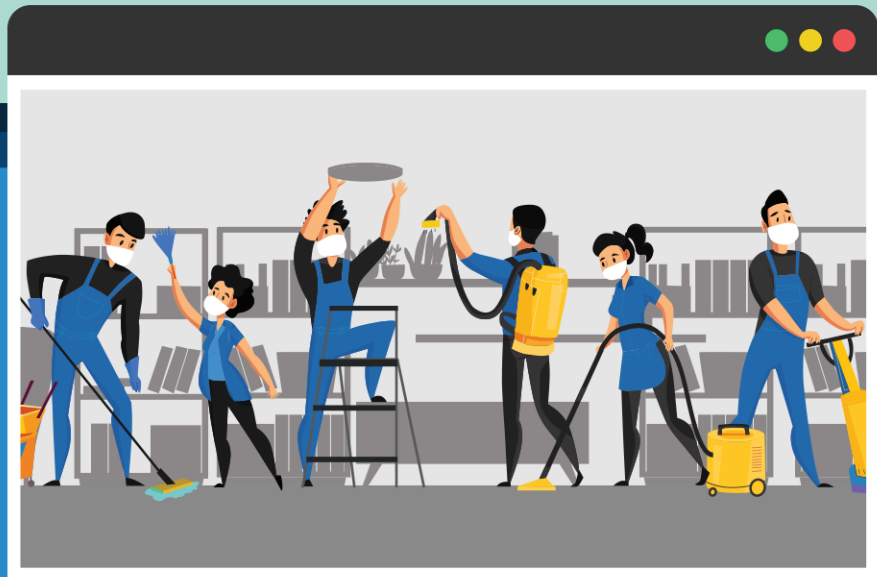
WORK.COM



All right,
what's the hygiene
protocol you follow
at your outlets?

We clean the outlet 6
times, sir. Once before
opening, once after closing,
and 4 times during
business hours.

That's good!
Can you share a
picture, please?



Arghh!

Why are 6 employees crowding together to clean one shelf? What happened to social distancing?

Sorry, Sir. You see, we sealed off some sections, but we have a full staff. So, I put them all to cleaning work.

Send some of them home and ask them to come in shifts!



Good work!

Sir, We clean 6 times a day

We clean twice a day.

Only twice?! Why?

You see, we're severely short-staffed. We had called only cashiers and stockers. We thought we could operate with 5 cleaners, but....

USE
WORK.COM
TO REGULATE
OPERATIONS,
STREAMLINE SHIFT
MANAGEMENT AND
MANAGE YOUR RETAIL
CHAIN BETTER.



